Peculiarities of innovative reforms in the field of medicine

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ABSTRACT

The purpose of this article is to study the features of innovation in the health care system with consideration of innovative and program-targeted development models, issues of innovation policy and the world experience of public-private partnership. For successful implementation of innovative programs in the health care system, the author offers a number of specific recommendations for developing strategies, creating special organizational structures, finding new ways of financing, and monitoring and monitoring the results of innovative activities.

Keywords: innovative policy in medicine, innovative model of health system development, innovative process of medical organizations, program-target model of medical innovation development, publicprivate partnership model. Innovative activity and development of innovations have their own management features. In any field, including healthcare, enterprises need a developed infrastructure. In medical organizations, this means equipment, the training of medical personnel and the conditions for introducing innovations, which are also priority aspects of the development of new technologies.

1. INTRODUCTION

Innovations in the health sector are aimed at improving the efficiency of primary care, the efficient use of funds, the introduction of resource-saving technologies and the development of new organizational and legal forms of medical organizations against the background of the development of scientifically sound approaches to the formation of standards for the management of patients with various types of medical care at all levels of its provision.

The introduction of innovations is required not only at the level of the medical institution itself, but at the state level through the implementation of state innovation policy.

2. LITERATURE REVIEW

Investments in innovations in the healthcare sector are the most risky, and as their size grows, the economy approaches a technological barrier, when the lag between knowledge and their practical implementation decreases, which reduces the possibility of testing alternatives and increases overall uncertainty [1].

As objective prerequisites for the need for innovative development of the healthcare system, it is worth highlighting the following:

- 1. High level of public interest in health issues.
- 2. Great public support, an increase in the volume of research carried out, an increase in funding.
- Significant increase in private investment in medical innovation.

Prioritization of the state policy of the country to increase life expectancy and improve the quality of life.

3. ANALYSIS

Innovation is not a reform in the existing, a proposal of another that will allow a different look at the real problems. Health insurance in one form or another cannot solve health problems, since this is a system of financing, not medical care. And without the provision of high-quality, timely, fully comprehensive, sufficient medical care, it is impossible to competently build a system of its financing [2].

It should be understood that the result of innovative activities in healthcare is the development of medical technologies, scientific achievements and best practices aimed at obtaining a qualitatively new idea of healing, treatment, process management in the medical industry, obtaining new medical products, technologies or services that have competitive advantages.

The innovative development of healthcare is the most optimal way to radically improve the health and quality of life of the population, to combat premature mortality and to solve the country's demographic problems [3].

Innovation in health care is a result realized in the medical services market, obtained from investing in a new product or operation (technology, process. The incentive mechanism for the development of innovations in the field of medicine is primarily market competition. In the market, institutions providing medical services, constantly forced to look for ways to reduce production costs and enter new markets for the sale of their services. Therefore, medical institutions that were the first to master effective approbation, get a significant advantage over competitors.

There are many definitions of the concept of "innovation process", differing in meaning and content in the scientific literature. The generally accepted interpretation today recognizes the definition of the innovation process as "the process of converting scientific knowledge into innovation" [4].

The innovative process in healthcare is a sequential chain of events, as a result of which the innovation is transformed from an idea into a specific product, technology or service and is disseminated in practical use to achieve general medical goals. The innovation process is part of scientific and technological progress and consists in the launch of a new product (service, technology) on the market right up to the full return on investment. Innovation activity also occurs in subsequent phases of the life cycle of a product (service, technology) with its partial improvement on the basis of improving innovations or when creating a new model.

The innovation process, as noted earlier, includes 6-8 stages, depending on the industry and the specifics of the enterprise. For medical organizations, 8 main stages are usually distinguished:

Initiation of innovations is a process of inputing to the entire innovation process, but it also includes the largest number of important works and interrelated processes.

The process of creating the actual intellectual product andmost importantly, the creation of the concept of recovery, which includes the subject and object of study.

Marketing, by its nature, is crucial for the design of the next stages of the innovation cycle. However, the working tools of this process function throughout the entire cycle of innovation.

Stage of formation of future production:

- At this stage, OCD is implemented and prototypes of medical technologies are created.
- Production of an innovative product (provision of services) small-scale, serial and mass production.
- Commercialization of innovations implementation of innovations based on the sale of innovative medical products and technologies.
- Promotion of innovation the distribution of new medical products and services among partners (clinics and other medical organizations) and the public.
- Levaluation of effectiveness involves the formation of continuous monitoring on the basis of the formed innovations, the purpose of which is to create or improve a functioning technology or product.

4. DISCUSSION

Among the factors affecting the innovative development of healthcare, it is worth highlighting:

- Search and implementation of advanced technologies in healthcare practice;
- the development of new economic relations aimed at shaping the market in healthcare;
- the implementation of resource-saving policies, the rational use of existing human and material resources;
- creating incentives for the interest of health workers in the final results of labor;
- Creation of a system of rational, mutually beneficial from an economic point of view, relationships between healthcare organizations, enterprises and citizens;

pursuing policies aimed at promoting and equal opportunities for various forms of ownership in healthcare, expanding the market for medical technologies and medical services;

Formation of a business climate conducive to the investment attractiveness of healthcare for private partners.

One of the methods of development and management of the health system is considered to be program-oriented target management. The main feature of state regulation based on the use of the program-targeted model of innovative development of healthcare is its focus on the final result. In the field of healthcare, the end result of program-oriented management is expressed in the reduction of mortality, disability and morbidity of the population, improving the quality and accessibility of medical care, and improving the demographic situation.

The mechanism for the effective implementation of an innovative project in healthcare involves special management methods: not only developing a strategy, but also creating a special organizational structure, searching for new ways of financing, control and results of innovative activities. A systematic approach to the implementation of such projects implies their presence in the investment portfolio of various public and private sources of financing.

A significant influence on the choice of a project financing source is provided by its focus on the sphere, as well as the stage of development of the project itself or the commercialization of research results of medical organizations. The volume of investments in an innovative project increases, and the risks of investments decrease as we move to the new stages of development.

According to many scientists, one of the best solutions to this problem would be a combination of various sources of financing innovative activities such as state support (for example, the creation of a state fund to support innovative projects in the field of health care), integration with research and educational institutions of higher professional education in the field of financing joint innovative projects and, finally, the use of financial resources of the medical institutions. At the same time, the source of this financing should be the profit obtained as a result of the active promotion of innovative products and services that have already been created on the medical services market.

At present, the establishment of partnerships between the state and business with the aim of implementing joint projects and increasing the effectiveness of the healthcare system is becoming more frequent.

The emergence of a model of public-private partnership (PPP) is associated with processes such as changing perceptions of market activity and the role of the state in it, as well as the need for the government to implement long-term financially and socially significant investment projects.

Thus, based on the foregoing, we can highlight the key features of innovative activity in the field of medicine. First of all, this is the most optimal, but at the same time very costly way to radically improve the indicators of health and quality of life of the population, requiring the development of infrastructure in the form of access to advanced equipment and technologies, knowledge and skills of innovators. In this regard, of particular importance for the optimal functioning of innovative processes in the healthcare system of countries is the effective state regulation and state innovation policy, which implies the creation of innovative projects based on program-targeted models. Without setting national strategic goals and budget support, the introduction and development of advanced technologies in medicine are doomed to failure.

5. CONCLUSION

The innovative process in healthcare is a sequential chain of specific steps that should lead innovators from creating an idea to developing an innovative product or service. This, in turn, combines the healthcare system with business, which have common interests in achieving their goals. Based on this, it is worth noting that innovative activity in medicine implies the active development of public-private partnerships, as the main tool to reduce the cost burden on the state budget and at the same time a channel for creating new "niches" for entrepreneurs in general, effective innovative activity in medicine through qualitative improvement indicators of health and comfort of life of the population, increasing life expectancy, solving demographic problems, allows countries to be successful globally and is one of the main indicators of the global competitiveness index.

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